

## Target Market Statement

*Product Name*

---

Target Market – who is this product designed for?

---

Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?

---

What are the key value elements of the product that are important for the target market?

---

What client need is met by this product?

---

**For broker use only.**

This information is intended for insurance professionals only and is not intended for distribution to the public.  
V2 - 01.12.2023

*Continued*

**What client need is met by this product?**

---

**Can this product be sold without advice?**

---

**How can this product be sold?**

---

**How is value assessed?**

---